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~~ABSTRACT~~

A device for the aiming and the visual indication of a reading area of a coded information reader, comprising means for emitting towards a reading area of a coded information reader, a preferably collimated light beam and a refractive optical element for deflecting at least one first portion of the light beam so as to generate at least two different beam portions active on at least two different zones of the reading area along at least two different optical paths. The refractive optical element comprises opposed first and second face, respectively for collecting the light beam and projecting said at least two beam portions onto said reading area; the second face comprises at least one (preferably more than one) first surface portion inclined by a predetermined angle α with respect to the first face and adapted to deflect said at least one first light beam portion by a predetermined deflection angle β with respect to the optical axis Z. Such device is adapted to be mounted on a coded information reader to provide the operator with a visual indication of the reading area framed by the reader, before carrying out the reading of the information contained in said area.

(Fig. 1)